



WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Mentzer Media Services, Inc.  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21286

# Contract # 325372

Schedule Dates	08/28/12-09/03/12	Date Entered	08/03/12
Advertiser	Pol/Iss/Americans for Prosperity (11360)	Last Modified	08/03/12
Agency	Mentzer Media Services, Inc. (3427)	Entered By	Jill Hipskind
Product	Political - Issue (1068)	CO-OP	No
Brand	1837 AFP (134345)	Headline #	06262103
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	CLOYD, ELISE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	1837	Commission	\$8,257.50
Account Types	National/Political	Net Total	\$46,792.50
Billing Type	Standard	Sales Tax	
Comments	AMER FOR PROSPERITY AMERICANS FOR PROSPERITY		

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	31	\$55,050.00
Grand Total:	31	\$55,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/28/12-08/30/12	2	:30	7A- 8A (EST)			1		1				2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
2.0	Normal Line / Spot	08/29/12-08/31/12	2	:30	12P- 1P (EST)				1	1	1			3	\$700.00	\$2,100.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
3.0	Normal Line / Spot	08/29/12-08/31/12	3	:30	5:30P- 6P (EST)				1	1	1			2	\$1,800.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
4.0	Normal Line / Spot	08/28/12-08/31/12	3	:30	6P- 6:30P (EST)			1	1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
5.0	Normal Line / Spot	08/28/12-08/31/12	2	:30	6:58P- 7:30P (EST)			1	1	1	1			3	\$2,000.00	\$6,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
6.0	Normal Line / Spot	08/28/12-08/30/12	2	:30	11:35P- 12:05A (EST)			1	1	1				3	\$1,000.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
7.0	Normal Line / Spot	09/01/12-09/01/12	2	:30	6A- 7A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
8.0	Normal Line / Spot	09/01/12-09/01/12	2	:30	7A- 8A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
9.0	Normal Line / Spot	09/01/12-09/01/12	2	:30	12P- 12:30P (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
10.0	Normal Line / Spot	09/02/12-09/02/12	2	:30	7A- 8A (EST)							1		1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
11.0	Normal Line / Spot	09/02/12-09/02/12	2	:30	12P- 12:30P (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
12.0	Normal Line / Spot	09/02/12-09/02/12	2	:30	7P- 8P (EST)							1		1	\$5,300.00	\$5,300.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
13.0	Normal Line / Spot	09/03/12-09/03/12	2	:30	7A- 8A (EST)			1						1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
14.0	Normal Line / Spot	09/03/12-09/03/12	2	:30	12P- 1P (EST)			1						1	\$700.00	\$700.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.



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# Contract # 325372

**Schedule Dates** 08/28/12-09/03/12  
**Advertiser** Pol/Iss/Americans for Prosperity (11360)  
**Agency** Mentzer Media Services, Inc. (3427)  
**Product** Political - Issue (1068)  
**Brand** 1837 AFP (134345)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** CLOYD, ELISE  
**Phone/Fax** /  
**CPE** 1837  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** AMER FOR PROSPERITY  
AMERICANS FOR PROSPERITY

**Date Entered** 08/03/12  
**Last Modified** 08/03/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06262103  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$8,257.50  
**Net Total** \$46,792.50  
**Sales Tax**

Charlotte (WSOC)		
By Broadcast Month	Spots	Rate
Sep. 2012	31	\$55,050.00
<b>Grand Total:</b>	<b>31</b>	<b>\$55,050.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/03/12-09/03/12	3	:30	5:30P- 6P (EST)	1								1	\$1,800.00	\$1,800.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
16.0	Normal Line / Spot	09/03/12-09/03/12	3	:30	6P- 6:30P (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
17.0	Normal Line / Spot	09/03/12-09/03/12	2	:30	6:58P- 7:30P (EST)	1								1	\$2,000.00	\$2,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
18.0	Normal Line / Spot	09/03/12-09/03/12	2	:30	11:35P- 12:05A (EST)	1								1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
19.0	Normal Line / Spot	09/03/12-09/03/12	3	:30	8P- 10P (EST)	2								2	\$5,000.00	\$12,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12
20.0	Normal Line / Spot	08/31/12-08/31/12	2	:30	11:35P- 12:05A (EST)	1					1			1	\$1,000.00	\$1,000.00	Charlotte (WSOC)	1X MAX/DAY	8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_  
Accepted-Station: \_\_\_\_\_ Date: \_\_\_\_\_  
Comments: \_\_\_\_\_

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REP HEADLINE# 6262103  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100  
 CREDIT ADVISORY: AGENCY  
 ORDER WORKSHEET

FAX# 610-225-1191  
 CREDIT RISK !!!  
 HARRIS REPORT FROM REP

AUG2/12 18.40  
 \*\*\* WSOC-TV \*\*\*

ADV # ADV. NAME ISS/AMER FOR PROSPERITY

AGY # 1703 AGY. NAME MENTZER MEDIA SERVICES, INC.

600 FAIRMOUNT AVENUE, SUITE 306

TOWSON, MD 21286

REP. # OFF. # 220 SALESMAN #

BUYER NAME ELISE CLOYD

SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6262103

CLASS: NATL. LOCAL REGIONAL

PRDCT AMER FOR PROSPERITY EST#1837 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP3/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG2/12 18.40

REP: TO JILL  
 FR JARED  
 NEW AMERICANS FOR PROSPERITY ORDER  
 TOTAL \$55050  
 PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV. WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
 FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

AMERICANS FOR PROSPERITY

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-800A	30		\$1,800.00	8/28	8/30	2		TU,TH	2
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 1837												

PROGRAM : GMA  
 RA50+ : 5.0  
 CON COM1 : 1X MAX/DAY

REP HEADLINE# 6262103  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-225-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 18.40  
 \*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1200N-100P PROGRAM : NEWS RA50+ : 4.0 CON COM1: 1X MAX/DAY	30	2	\$700.00	8/29	8/31	3		W-F	3
3			530P-600P PROGRAM : NEWS RA50+ : 6.0 CON COM1: 1X MAX/DAY	30	3	\$1,800.00	8/29	8/31	2		W, F	2
4			600P-630P PROGRAM : NEWS RA50+ : 7.0 CON COM1: 1X MAX/DAY	30	3	\$2,000.00	8/28	8/31	3		TU, TH-F	3
5			700P-730P PROGRAM : INSIDE EDITION RA50+ : 6.0 CON COM1: 1X MAX/DAY	30	2	\$2,000.00	8/28	8/31	3		TU-W, F	3
6			1135P-1205A PROGRAM : NIGHTLINE RA50+ : 4.0 CON COM1: 1X MAX/DAY	30	2	\$1,000.00	8/28	8/31	4		TU-F	4
7			600A-700A PROGRAM : NEWS RA50+ : 3.0	30	2	\$700.00	9/1	9/1	1		SAT	1
8			700A-800A PROGRAM : NEWS RA50+ : 4.0	30	2	\$700.00	9/1	9/1	1		SAT	1
9			1200N-1230P PROGRAM : NEWS RA50+ : 3.0	30	2	\$550.00	9/1	9/1	1		SAT	1
10			700A-800A PROGRAM : NEWS RA50+ : 4.0	30	2	\$700.00	9/2	9/2	1		SUN	1

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP

AUG2/12 18.40  
\*\*\* WSOC-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1	PROGRAM : NEWS RA50+ : 3.0		1200N-1230P	30		\$500.00	9/2	9/2	1		SUN	1
12	PROGRAM : AFHV RA50+ : 5.0		700P-800P	30		\$5,300.00	9/2	9/2	1		SUN	1
13	PROGRAM : GMA RA50+ : 5.0		700A-800A	30		\$1,800.00	9/3	9/3	1		MON	1
14	PROGRAM : NEWS RA50+ : 4.0		1200N-100P	30		\$700.00	9/3	9/3	1		MON	1
15	PROGRAM : NEWS RA50+ : 6.0		530P-600P	30		\$1,800.00	9/3	9/3	1		MON	1
16	PROGRAM : NEWS RA50+ : 7.0		600P-630P	30		\$2,000.00	9/3	9/3	1		MON	1
17	PROGRAM : INSIDE EDITION RA50+ : 6.0		700P-730P	30		\$2,000.00	9/3	9/3	1		MON	1
18	PROGRAM : NIGHTLINE RA50+ : 4.0		1135P-1205A	30		\$1,000.00	9/3	9/3	1		MON	1
19	PROGRAM : BACHELOR PAD RA50+ : 8.0		800P-1000P	30		\$6,000.00	9/3	9/3	2		MON	2

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 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG2/12 18.40  
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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
SEP/12			55050.00									
CONTRACT TOTAL 55050.00												
TOTAL SPOTS 31												

MARKET TOTALS \$148,783 WSOC 37% WBTV 34% WCNC 23% WCCB 6% WJZY 0% WMYT 0% WAXN 0%  
 CABL 0%  
 SVC- NSI  
 DEMOS- RA50+\*